PUBLICATIONS.

The largest store

of its kind in the largest city in

this country in the second year

of its existence is still running

Yet its proprietors have not

abandoned their project. They

have the right sort of goods,

their store has the best location

prices are right, they know the

trade is there. They are going

to stick to it until they get it. It

If these men had looked at

their enterprise as some men

look at advertising, they would

have given up at the end of the

first year, or for that matter, at

the end of the first three months.

copy in the best medium obtain-

able, is not going to pay imme-

diately. The point to be noted

is not to expect immediate re-

sults, but to be sure that you

have the right store on the right

street-in other words, the right

advertisement in the right me-

turer making an article of real

need, sold in the retail stores in

this country, can, by using a

proper amount of publicity in the

columns of THE LADIES' HOME

JOURNAL, create a definite income

from the sales made by that ad-

vertising, and do it in a shorter

time than it takes a store to es-

Advertising is just as sure as

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good judgment, enough capital

THE CURTIS PUBLISHING COMPANY

PHILADELPHIA

BOSTON

tablish itself in retail trade.

and patience.

Our gospel is that a manufac-

Advertising, even with good

behind every month.

Elinor Glyn's story of "The Vicissitudes of Evangeline" (Harper & Brothers) is very sprightly and amusing. Evangeline was pert, but though a pert demeanor distresses us at times, and though we think that nearly always there is a form of behavior that is better, it must be acknowledged that she was pert in a distinguished manner; and, besides, she was very pretty. We have her own testimony, and the testimony of other characters in the story, that her hair had the color and the sheen of a chestnut newly broken from its burr, that her skin was milk white, that roses abode in her cheeks, that her mouth was scarlet and her teeth adorable-though it has, indeed, been said of teeth that they are only tiones and unworthy of the ruptures of anybody. We are convinced that her eyes were lovely, though she records that they were green, like a cat's, with longitudinal orifices that opened and shut obviously; they were fringed with long and curving dark lashes very noticeable and captivating take advantage of his opportunities.

in the profilian view.

Evangeline relates her own history in the form of a journal. We dare say that she ells the unflinching and exact truth, as Marie Bashkirtseff and the rest of us do when we are rendering a personal account. We thought she was going to love Mr. Carruthers, whose clothes fitted him, and tho was an inch taller than Lord Robert Vavasour. Our crudity in the art of divination is borne in upon us as we find that, in a phrase that we remember, "the reverse is the case." Lord Robert, as we make out, had wide eyes of baby blue. Beware of eyes of the sort in a grown man! He was direct, simple, devoid of cynicism. It rather surprises us to read that he had "a tiny waist" and that he was "just like the Apollo Belvedere." We are not inclined to hold Evangeline to too rude and cold an accuracy. For all of us, she may make the waist of the Apollo tiny if she chooses. Lord Robert was also like Mr. Rochester in the "Jane Eyre" story. He had "nice shoulders," and plainly "could break pokers in half" should there be occasion. We can

certain propitious circumstances. It is a question whether there would be so much pleasure in the world if handsome young women did not flirt. It is certain that there would not be so much pain. We were sorry for Mr. Carruthers in this story. He was rude to Evangeline at first. He snubbed her. If he had gone to her on his knees it is not certain that the outcome would have been any more felicitous for him. The novelists throw forth all sorts of suggestions, apparently, for our guidance. We should have difficulty, and go deviously enough, in following them all. If Evangeline records in her journal that Lord Robert had "the nicest mouth one ever saw," we should like to know just what any reader would make out at that point from that allegation. What is a nice mouth? Must we consider its shape, its color, or its words?

imagine the power of a man with baby blue

eyes, slim waist and powerful shoulders, in

Oh, friends-hopefully our readers-let us curtail this vain inquiry. In despair of making anything out from the premises. we have often turned incontinently to the end of a story. Here we find that Lord Robert is the man. Evangeline records that he makes her have "the loveliest of thrills." He flashes blue fire out of his baby eyes. We ask ourselves how any female could resist, though another novel might fill us with a wholly different im-

Poor Caruthers! He sent diamonds and emeralds on the occasion of the wedding. He went through the form, evidently expensive, of being magnanimous. sprightly story, as we have said. We repeat that we are sorry for Caruthers. Says | well that he will be rescued through the Evangeline: "To-morrow is my wedding intervention of the Lady. There are rivers day, and I am going away on a honey- of gore, whirlwinds of adjectives, deliriums moon with Robert-away into the seventh of passion ardent and fiery, gallant deeds, heaven." We shudder to think how this | magic potions, secret caverns, spiritual might have been otherwise if Robert's waist | visitants, the thunder of excommunicahad called for a larger measure.

Back to the Provinces.

Anna McClure Sholl's story of "The Port of Storms' (D. Appleton & Co.) has a good deal that is worthy of notice and comm dation. James Erskine's features, "delicately tooled by sharp edges of thought," have not escaped us. It cannot be said that Erskine thought sufficiently well. He was a manufacturer and factor, and he thought in the old fashioned way. He tried to oppose that Western juggernaut, the trust. Of course he had to sell out. We are glad to say that he got \$50,000, and sorry to say that he lost this in ill considered speculation.

The story teaches us no lesson founded upon this instance of personal misfortune. We have here chiefly a love story. The fortune of the hero turns upon what seems to us to be the whim of the strongest female personality in the narrative. This strongest emale personality has the momentary weakness to be willing to avenge, at the profound cost of her lover, an unimportant social slight put upon her mother. She marries a New Yorker of social importance, in order to see her mother right. We can imagine no greater injustice

to a devoted lover. To be sure, the lover here had need to be punished. He had ceased to love the girl with whom he had grown up as a child. He was kind to her, but he permitted his blood to be stirred by another. We do not hesitate to say that he ought to have had greater control over

As it turned out, we are sorry for almost everybody in the story. The New Yorker of social and pecuniary eminence, had evidently his moments of humiliation and doubt. So much was good for him, we are bound to say. No matter what the importance, even of a New Yorker of great riches and of "old family," it is plain to us that he needs the occasional correction that life is bound to afford. We see here that he was jealous of somebody from the "provinces." We can conceive of no greater injury to a metropolitan in America. We dare say that this provincial interloper wore ready-made clothes and still had en "air." We forbear from stigmatizing

im as he deserves. coes the reader suppose that a rich young woman of genius, the daughter of a man of genius and head of a trust, needed to pay no penalty? "When she had dismissed women, and was alone at last in her rooms, she put out the lights that she might not see their accusing beauty. The ceiling painted with the story of Eros and Psyche, the furniture with its suggestions of a dual life, the lovely symbols of the entire setting hurt her, maddened her at times. She had obtained the power which she desired, but she never forgot the price she paid for it. In her hours of triumph this did not seem too dear. Paul was a gentleman, harmless and on the whole tactful. That he had no sense of humor was perhaps his greatest crime. To-night, with the thought of Robert turning in her breast like a sword, the price seemed nothing less han her own soul.'

Paul was her husband, the rich New which he returned after a strenuous sear | much pains to circumvent Brovidence | members who Alfred Austin was twenty

son. We need hardly add that "her women" were the lady attendants who consented to wait upon her for a price. The story lacks humor in places, but it is a very capable and reacable story notwithstanding.

Pleasant Recollections. Readers will remember Sara Andrew Shafer's story of a village which time had changed, as time does change villages in America. In "The Day Before Yesterday" she gave a charming account of Rachel and Dick and the others who are the important persons in a village. In "Beyond Chance of Change" (The Macmillan Company) she continued the idea of her earlier book. Here again is the village in the old The old women go to market; the feather beds are out, getting the sun and the air; the cats sleep; the dogs stretch out, the hens, the ducks, the geese do according to their wont; the cherries redden, the apples ripen, the piles of wood arise against the necessities of winter; any pessimist who says that there is "nothing doing" has veiled eyes and no capacity to

There are Germans in this story. Curlously enough they are not Germans who handle guns and increase the fearful respect that is due to the war lord, the Emperor William. These are Germans who are martial enough. They shoot at targets. They will fight admirably on provocation But they are no slaughterers and no abject followers. Even as politicians they are independent. They will forsake Carl Schurz and Mr. Ridder on occasion. Principally they ruise flowers.

This story tells pleasantly of all the village. It tells of the bluejay and of Nora O'Connor, who was surely not German. It says at the last: "Blessed is the household through which the feet of a little child have danced on their way to Heaven! Blessed are the children who have a little brother among the angels, and oh, blessed above all is the faith that sees Him waiting at the end of the way." This shows the personal note and affords the recommendation that will be strong with many of us.

"Castel Del Monte" is a five act grand opera with an "all star cast" and a continuous perfermance of some four hundred pages so crowded with splendid pageantry, miraculous incident and tangled plot that it is difficult to determine what it is all about. The scene is laid in Sicily during the reign of Manfred, last of the house of Hohenstaufen, and the stage is filled with Teutons, Saracens, Provencals, Turks and Greeks, with Guelphs and Ghibellines, Cardinals and prelates, nobles and serfs, magicians and monks and astrologers. From the tumult ous beginning, with the splendid procession of the embassies for the coronation of the King, to the tragic conclusion, when the gallant son of Frederick, the poet king of Italy, fell lifeless on the "Field of Roses." there is a busy and bewildering time for everybodyespecially the reader. The story, where it can be disentangled at intervals, appears to be concerned with four principal characters-a Lady and a Nun, a bad Duke and

a good Knight. These may be said to form the principal quartet and get all the arias. Occasionally heir arduous labors are supplemented by a Monk and a Mad girl. Now, of course, any one who has ever played the game will know the good Knight is madly in love with the Lady and that the bad Duke has persuaded the Nun to break her vows and to become his accomplice. It goes without denial, too, that in the midst of carnivals and masques and battles the bad Duke is always occupied with laying plots for the ruin of the Knight, and that the Knight falls into the snares jauntily, however sinister their purpose, knowing full tion from the Pope, curses, spells and all

sorts of things packed into the story. But when the bad Duke has killed the Nun, mistaking her for an enemy, the Monk has treated the Duke to some of his own poisoned wine, the Knight has been slain on the field of battle, and the Lady, holding his gory head in her lap, drinks a deadly potion-there is nothing to do but to ring down the curtain and put out the lights, and no one is sorry. The book is written by Nathan Gallizier and published by L. L. Page & Co.

A Romance of the Fighting Days of France. "The Winged Helmet," by Harold Steele Mackaye (L. C. Page & Co.), is a tale of intrigue and adventure in the days when Francis I. encamped at Lyons with the splendid army he had gathered for the conquest of Milan and Charles of Bourbon waited in one of his many castles gathering his vassals to his standard and pleading illness as an excuse for his failure to join his sovereign. The author claims to have based the story upon old manuscripts and oral traditions relating to the affairs of the families with which it is engaged—one of office, left her free to see every one and serving in the King's ranks and the other everything. The later letters, only a year supporting the cause of the Bourbon. The plot is slight, the narration simple and direct, and the story is differentiated from the ordinary romance founded upon history | people and of notorieties, and perhaps a in that the plot turns upon a wife's honor rather than the winning of a fair lady's favor. Indeed, it is a romance with little love or passion, a tale of warfare with none of the pageantry and turmoil of battle.

The Winged Helmet, which gives the title to the book, is the device used by two overs as a symbol of their devotion. The osing of a handkerchief bearing this device auses a loyal wife a vast deal of sorrow from the unjust jealousy of her consort and involves several people in a series of adventures which have in the end a very has condensed in these 800 pages the mass

satisfactory conclusion. Mr. Henry's Unwritten Law. Arthur Henry, following the modern fashion of employing the novel to exploit theories and to convey moral lessons, has presented certain sociological problems of human life torn off, bleeding and repulsive, and thrown down for the examination of the careless and the curious-a life study of untamed human passion repellant in its unnecessary frankness and misplaced in a book of fiction. True scientific investigation impels reverent attention and clothes any subject with dignity. But there are treatises essential to the physician's library not to be considered for the family bookshelves, there are subjects discussed in the dissecting room and lecture hal! not adapted to general conversation; so there are phases of life that should be confined

form of a story. book is well calculated to precipitate the volume. "A Harvest of Chaff" (Henry Holt evil it deplores. To attest that an offence & Co.), is extremely clever and often amusis common and universal is to suggest it Yorker of ancient family. Robert was to the innocent and to condone it in the the young man from the "provinces," to guilty. Moreover, the author has taken as

to sociological investigation and not pre-

for the sake of rewarding the unworthy and bringing disaster upon those who do not deserve it as the old moralists were to reverse the order.

The book starts off pleasantly with the simple minded old German engraver loving his faithful wife, his little daughters and his bit of garden. But owing to the failure of the bank in which his savings are deposited, his inability to procure work and the bad advice of a friend, the troubled old man makes counterfeit bills, is arrested and condemned to a convict's cell. The faithful old mother dies by the roadside on her way to visit him. Of the two children, the loving, devoted sweet hearted daughter falls into evil habits, and the selfish, calculating heartless sister weds the wealthy magnate's son and is apparently happy, orever after leaving her cards at teas and unctions. Evidently all this misfortune s brought upon a poor but deserving fam- in the city, they know that their ily to bring out into prominence a young lawyer of high moral principle and the girl he persuades into wedding him by methods that would be most unpleasant to any girl of spirit and modesty.

"The Unwritten Law" is the diagnosis of a very sick world, but no remedy is sug- costs money, but in the long run gested for its betterment. The book is published by A. S. Barnes & Co.

Mr. Quiller-Couch's Cornish Tale In "Shining Ferry" (Charles Scribner's Sons) Mr. A. T. Quiller-Couch supplies all the material of a fine story; charming, living people and pleasant descriptions of scenery, offs:t by a weak rambling plot that is meaningless, unless he intends to show that a slimy, self-right-ous creature may be sincere after all.

He starts with a genealogy which turns out to be immaterial to the tale. He presents us with a fine specimen of a selfmade man, with two wholly delightful girls, with a fine old nautical lady, with a hearty young sailor, with three interest-ing children and with a lot of curious, vivid eccentrics who are often lovable so that his book is well worth reading, but the motives that make the people act seem strangely inadequate.

The bits of human nature, the pictures of English life and the excellent English however, are worth the reader's while and make the book more enjoyable than many better constructed tales.

Sea varns must be swallowed without salt, and those that Mr. Arthur Colton tells in "The Belted Seas" (Henry Holt & Co.) will perhaps stand salt less than most. He has devised an amusing lot of sea folk and the marvellous adventures through which they pass have for the moment at least the touch of verisimilitude. The conversion of the good ship Helen Mar, for instance, into a wayside inn is picturesque at least. The last stories are perhaps the least satisfactory, but all are breezy and amusing and all are readable.

Bryan's Dictionary of Painters. With the fifth volume, the new and pracically rewritten edition of Bryan's "Dictionary of Painters and Engravers," edited by Dr. George C. Williamson (Macmillans), is completed. In its present form it utters the last word, so far as an encyclopædia can, on the whole range of artistic knowledge covered by the title. The revolutionary overhauling of the old Italian Dutch and Flemish masters by modern criticism has made revision necessary at almost every point, and death has brought in a great number of new names, for in the dictionary the living are excluded.

How thoroughly up to date the work is may be judged by the inclusion in this volume in proper alphabetical place, of George Frederick Watts, Whistler, Verestchagin Edwin L. Weeks and James Tissot. The editor was unable for lack of room to include artists earlier in the alphabet who have died since the first volumes appeared, fear that one contingency at least will fail but hopes to issue a supplementary volume. It is a mighty series of names that runs from S to Z. Titian, Velasquez, Leonardo da Vinci, Perugino, Luca Signorelli, Teniera, Watteau, Turner and the countless Vans. Modern painters, perhaps, are allowed more space than is their due, as the editor admits, Whistler, for instance, getting over six pages to a scant four each for Titian and Leonardo and Velasquez. The list of Whistler etchings is very complete.

The lists of works and bibliographies attached to each article are admirable. The photogravures are generally good, and other full page illustrations are numerous. The dictionary has been made indispensable o collectors and students of art by Dr. Williamson's admirable editing.

Italian Society.

The very pleasant reminiscences which Mme. Waddington has been publishing in Scribner's Magazine, come now in book form "Italian Letters of a Diplomat's Wife. by Mary King Waddington (Charles Scribner's Sons). The author had every opportunity of seeing and hearing the very best that was going on in Italian society. Her visit in the '80s, when her husband was out old, show us the Rome of to-day, both the Quirinal and the Vatican side. She gives us very entertaining pictures of famous closer view than she suspects of her esteemed husband, "W.," as she calls him.

An admirable book in every way by past master in his subject, a book that goes straight to the foundations and that every one that loves trees must have, is Prof. Charles Sprague Sargent's "Manual of the Trees of North America, Exclusive of Mexico" (Houghton, Mifflin & Co.). The veteran director of the Arnold Arboretum of information contained in his monumental The Silva of North America," putting it in clear language that all can understand. This is one of the fundamental books. The wonderfully clear descriptions are helped out by Dr. Charles Edward Faxon's excellent drawings. These are real illuspeculiar to the present phase of civiliza- trations that show every essential feature tion in the form of a story called "The Un- and leave no room for doubt. Though a written Law." It is a crude raw fragment purely scientific, descriptive manual of trees, Prof. Sargent's book cannot fail to give a strong impulse to the practical side of forestry, which has only recently

been taken up in earnest. In the multitude of books that overwhelm the public this one stands out by itself. It is the book that every tree lover must have. It tells him all he wants to know and nothing that he must unlearn.

Mr. Seaman's Parodies.

It sometimes seems a pity that the command of rhythmical form and the sense of humor that some young Englishmen develop should turn to parody and to consented to indiscriminate readers in the tributions to Punch instead of individual effort. We regret it particularly in the It would seem, moreover, that Mr. Henry's | case of Mr. Owen Scaman, whose latest ing in spite of the use of themes of very ephemeral interest.

If Mr. Kipling lasts and if anybody re-

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PUBLICATIONS.

Deledda's AFTER THE DIVORCE

The author's work has been praised by the Critic, Fortnightly Review, Revue Bleu, etc. A dramatic Sardinian tale by Signora Deledda, already much admired in Italy and France. The story commences with a murder trial, and turns on the law which makes divorce possible to the wife whose husband is a convict. I ranslated by Maria Hornor Lansdale. (\$1.50).

Colton's BELTED SEAS

The Bookman has called Mr. Colton "an author who recalls the old tradition that there were once such things as good writing and good story telling." In this story of the wild voyages of the irrepressible Captain Buckingham, he strikes out into a new vein of rollicking humor. (\$1.50).

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become a classic of British parody, but we and that by that time nobody will underto all interested in sociological quesstand Mr. Seaman's skit. The amusing "Wagner Dialogue," which is by no means so good, is more likely to survive. THE BAKER & TAYLOR CO., Publishers, 32-37 E. 17th St., New York. At the end we find a set of obituary poems

which Punch was called upon to publish from time to time. They show the author's command of verse form and make us regret the more that he will not write for

Mr. Huneker and Some Dramatiats. In "Iconoclasts, a Book of Dramatists" (Charles Scribner's Sons) Mr. James Huneker has collected a number of essays originally printed in THE SUN. They are mainly didactic, that is to say, so much as anything that Mr. Huneker writes can be didactic, and will give the uninformed reader a clear and intelligible view of various persons who are much talked about, Ibsen. Strindberg, Hauptmann, Sudermann, and

even Maeterlinck and G. Bernard Shaw,

enlivened by the author's picturesque di gressions and epigrams. Here, however Mr. Huneker knows what he is talking about as few others do and expresses his own views With regard to the French dramatists he seems more ready to accept conventional opinions. He holds up to admiration, as so many others do, those intolerable literary humbugs, the De Goncourts, the platitudes of Henri Becque, and the commonplaces of Paul Hervieu. Some day, perhaps, we may get some plain facts about the production of "Henriette Maréchal" and how little it amounted to in literature. Mr. Huneker, however, is always entertaining, and when he goes wrong it is never for lack of

Fletton. Judging merely from "The Celibates Club" (Macmillans), it is not in humor that Mr. I. Zangwill shines. The book is an

Continued on Eighth Page

PUBLICATIONS.

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PUBLICATIONS.

Harper's Book News.

The Marriage William Ashe

What is there about Lady Kitty to set two continents talking She isn't a proper young woman, that is certain; she isn't goodat least not by conventional standards, and yet she seems far removed from censurable wickedness. Why do the critics and the clergy speak well of her? it that they place her Fault at the door of her perhaps too-good husband? Is it that they feel he is to blame for her down-going because he chose power in place

The Silence of Mrs. Harrold

A story about Wall Street, the Theatrical Trust, and other interesting phases of life in New York The plot is intricate and baffling to the very end-all hanging on the silence of a woman who could keep a secret. Only a born storyteller could produce such a novel. Mr. Samuel M. Gardenhire, the author, is not only a story writer of ability, but a New York man who knows the inside of things he writes about.

The Bell in the Fog

Readers of Gertrude Atheron's "Rulers of Kings" will find her outdoing herself in this volume of short stories. By some magic touch Mrs. Atherton has made them strikingly new and individual. The Philadelphia Inquirer says: "They have the quality which enters into works of genius and makes them distinctive. Mrs. Atherton sounds the depths of emotions in a manner few have equaled."

The Slanderers

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